



The Winner's Circle Newsletter

- **Winning Words of Wisdom on Closing**
- **Time Planning to Win**
- **How to Win With Social Media**
- **"Some Day" *Isn't* a Winning Option!**

Welcome to this month's edition of *The Winners Circle*. The aim of my newsletter is to offer valuable, relevant, leading edge and interesting content with innovative differences from some of the others you may be receiving.

Over recent weeks I have had some fabulous meetings with a number of small-medium business owners - many of them very positive about the future. The common thread of success was *"differentiate yourself and then tell the market about why you are different"*

If you find value in my offering then please refer it to your friends, family and colleagues or visit my [website](#) to subscribe.

Have another terrific month!

Winning Words on Closing

"Every sale has 5 basic obstacles: no need, no money, no hurry, no desire, no trust." - Zig Ziglar (US sales genius gone but not forgotten)

Time Planning To Win

Your time is the most valuable commodity you own. Think about it, your time is your life!

Time management doesn't exist. You can't manage time. You can't make it go faster or slower. You can't make time move forward or backward, and you can't make up for lost time. But what you can do is manage yourself and how you choose to use your time better.

Here's a question you need to ask yourself every single day: *"How do I protect my time and energy so that I am only spending it on those people and projects that will take me closer to my goals?"*

Another question to ask is: *"What is my time worth?"*

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What is every hour of your working week worth to you in plain old dollars? If you work 45 hours a week then divide your nett income by 45 and that's your earning rate per hour. By simply knowing your hourly income you now have a measurement of tasks that are worth your time or a waste of your time. This gives you tremendous power.

One thing that I can guarantee is that **if you don't value your time, nobody else will.**

People who better manage themselves and value their time, focus far more clearly on their results, goals, and life-dreams, rather than accepting what comes their way. These people tend to be happier, earn more money and have time planned for their important relationships.

They plan their day, while others let their day plan them.

Which course will you choose?

How to Win With Social Media

Data from Performics Marketing shows that people are most likely to engage with *branded content* on social media pages using this information:

- Pictures or photographs (44%)
- Status updates (40%)
- Videos (37%)

Source: www.performics.com.au

"Some Day" Isn't A Winning Option!



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